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The attached documents are related to Application 09/767,431, Filed January 22, 2001, Our Docket No.: US20000181.

-- Response to Requirement for Information Under 37 CFR 1.105.

US20000181

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Charles L. Jones
Invention: Brand Equity System and method of Increasing the Same
Serial No. 09/767,431
Date Filed: January 22, 2001
Group Art Unit 3629
Examiner: Naresh Vig

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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

RESPONSE TO REQUIREMENT FOR INFORMATION UNDER 37 CFR 1.105

In the Office Action mailed August 16, 2005, the Examiner requested the Applicant to provide any known publications, papers, brochures, manual and press releases that describe providing product made by process of establishing a product personality for a product correlated with visual characteristics and designing product based on the correlation and desired brand personalities. Applicant has thoroughly searched for such material and has not located any relevant documents. To the extent such documents exist, if any, they are unknown to Applicant.

Applicant believes that the invention covered in the above-referenced application is a novel concept that was developed by Applicant as a result of his expertise in the product design


US20000181

area and not as a result of improving upon previously developed concepts.

Respectfully submitted,

Dated: October 7, 2005

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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8(a))

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Date: October 7, 2005

Barbara L. Katowich
(type or print name of person certifying)

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